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JC106
PATENT & TRADEMARK OFFICE

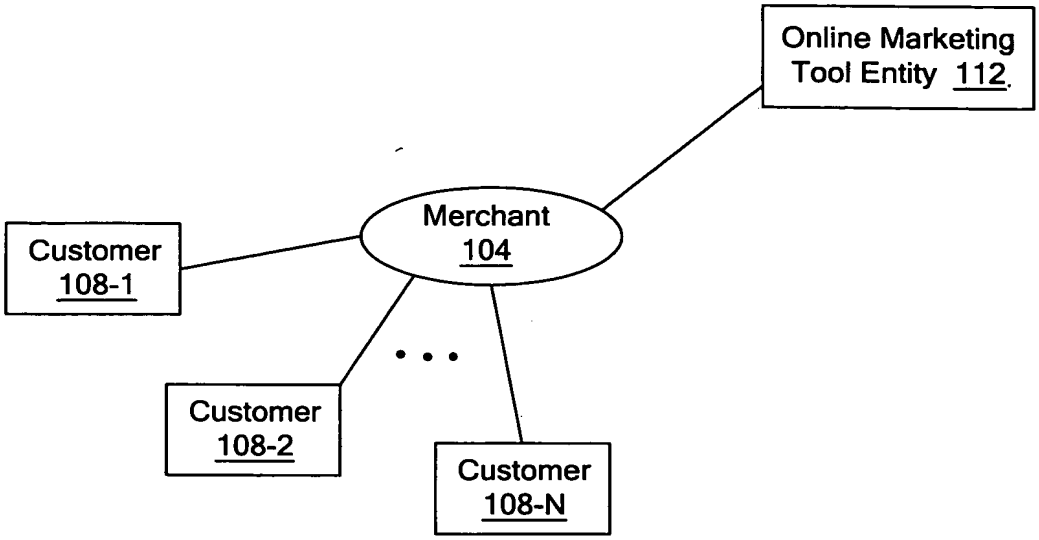

FIG. 1

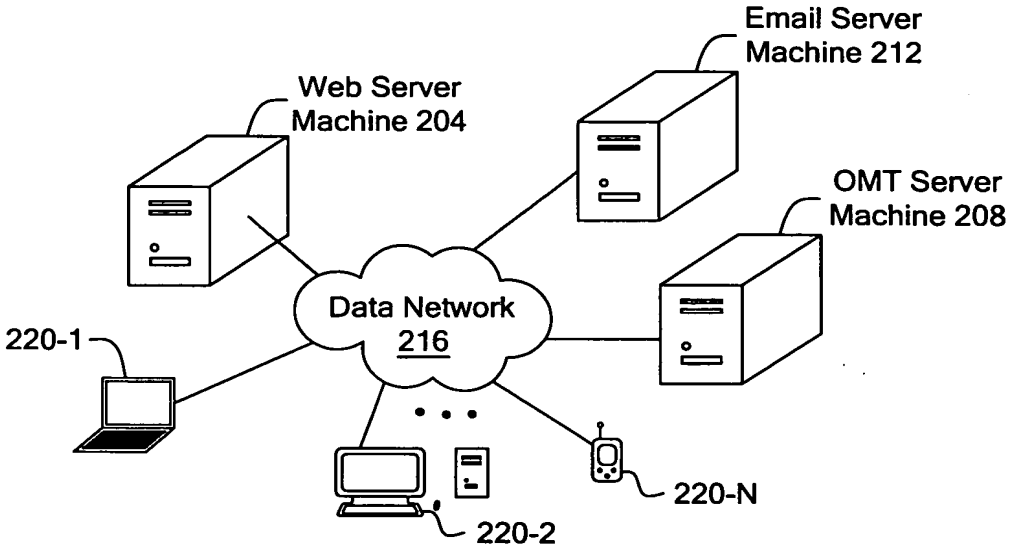

FIG. 2

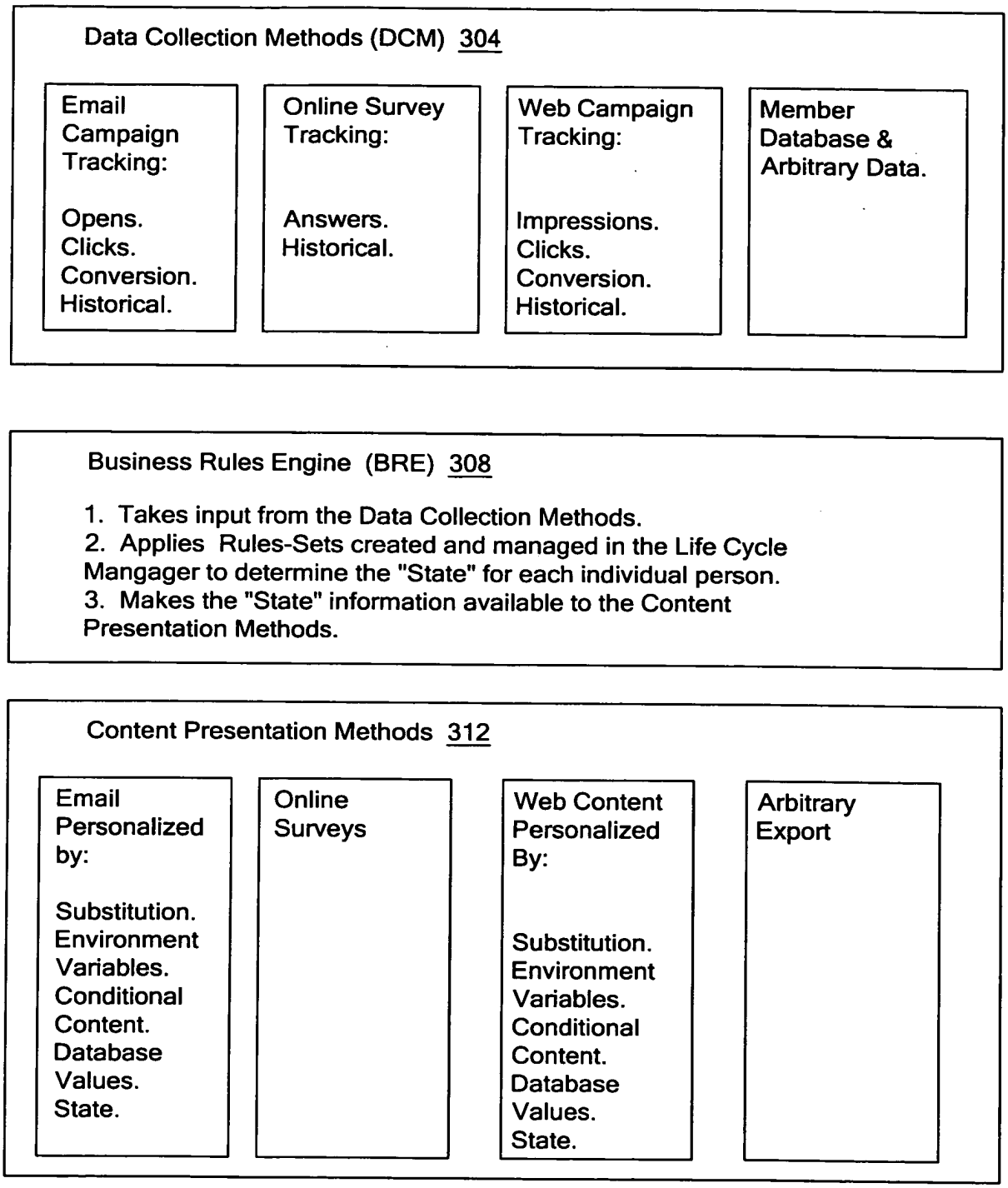
Data Collection Methods (DCM) 304
Email Campaign Tracking:
Opens.
Clicks.
Conversion.
Historical.
Online Survey Tracking:
Answers.
Historical.
Web Campaign Tracking:
Impressions.
Clicks.
Conversion.
Historical.
Member Database & Arbitrary Data.
Business Rules Engine (BRE) 308
1. Takes input from the Data Collection Methods.
2. Applies Rules-Sets created and managed in the Life Cycle Mangager to determine the "State" for each individual person.
3. Makes the "State" information available to the Content Presentation Methods.
Content Presentation Methods 312
Email Personalized by:
Substitution.
Environment Variables.
Conditional Content.
Database Values.
State.
Online Surveys
Web Content Personalized By:
Substitution.
Environment Variables.
Conditional Content.
Database Values.
State.
Arbitrary Export

FIG. 3

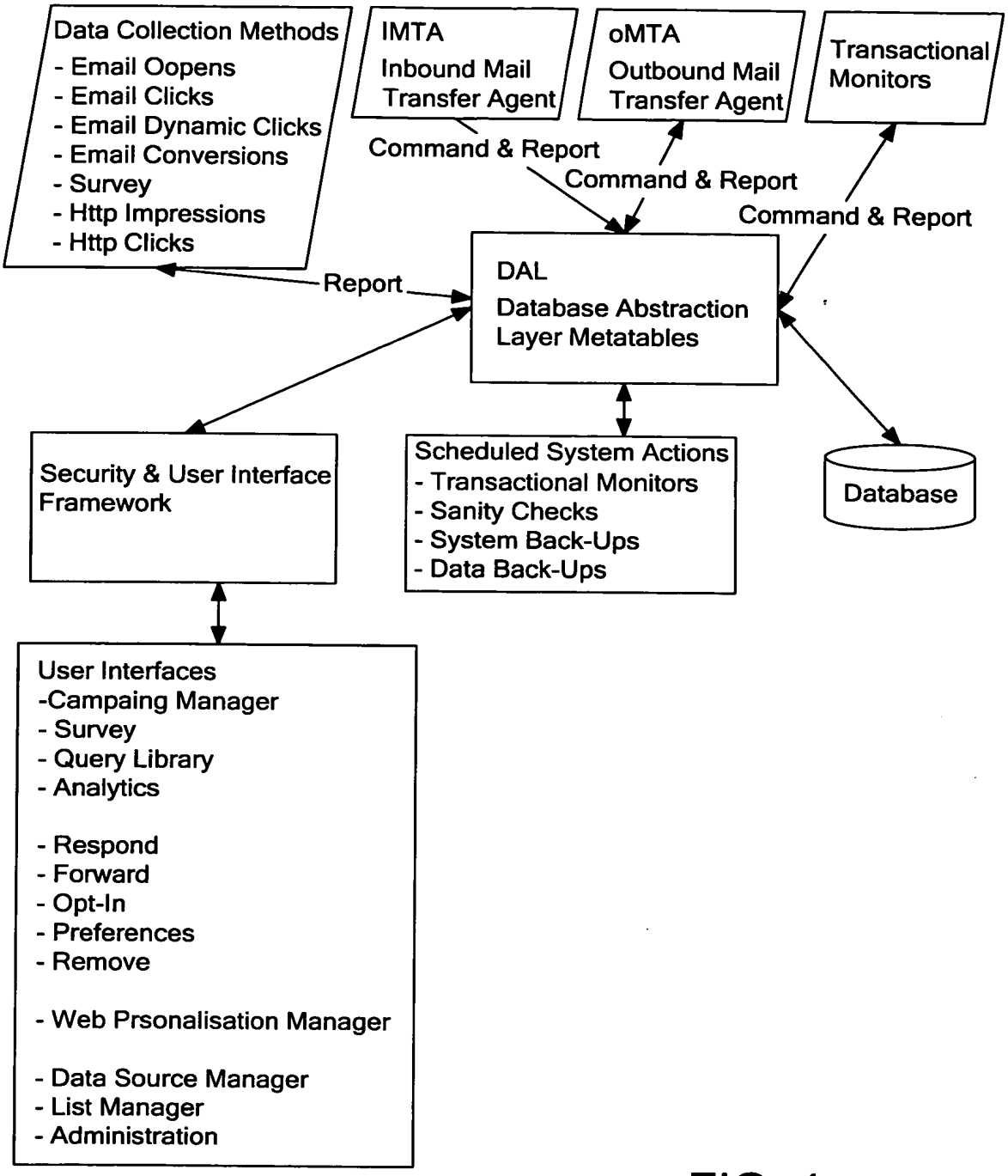
Data Collection Methods
- Email Oopens
- Email Clicks
- Email Dynamic Clicks
- Email Conversions
- Survey
- Http Impressions
- Http Clicks
IMTA
Inbound Mail
Transfer Agent
oMTA
Outbound Mail
Transfer Agent
Transactional
Monitors
Command & Report
Command & Report
Command & Report
Report
DAL
Database Abstraction
Layer Metatables
Security & User Interface
Framework
Scheduled System Actions
- Transactional Monitors
- Sanity Checks
- System Back-Ups
- Data Back-Ups
Database
User Interfaces
-Campaing Manager
- Survey
- Query Library
- Analytics
- Respond
- Forward
- Opt-In
- Preferences
- Remove
- Web Prsonalisation Manager
- Data Source Manager
- List Manager
- Administration

FIG. 4

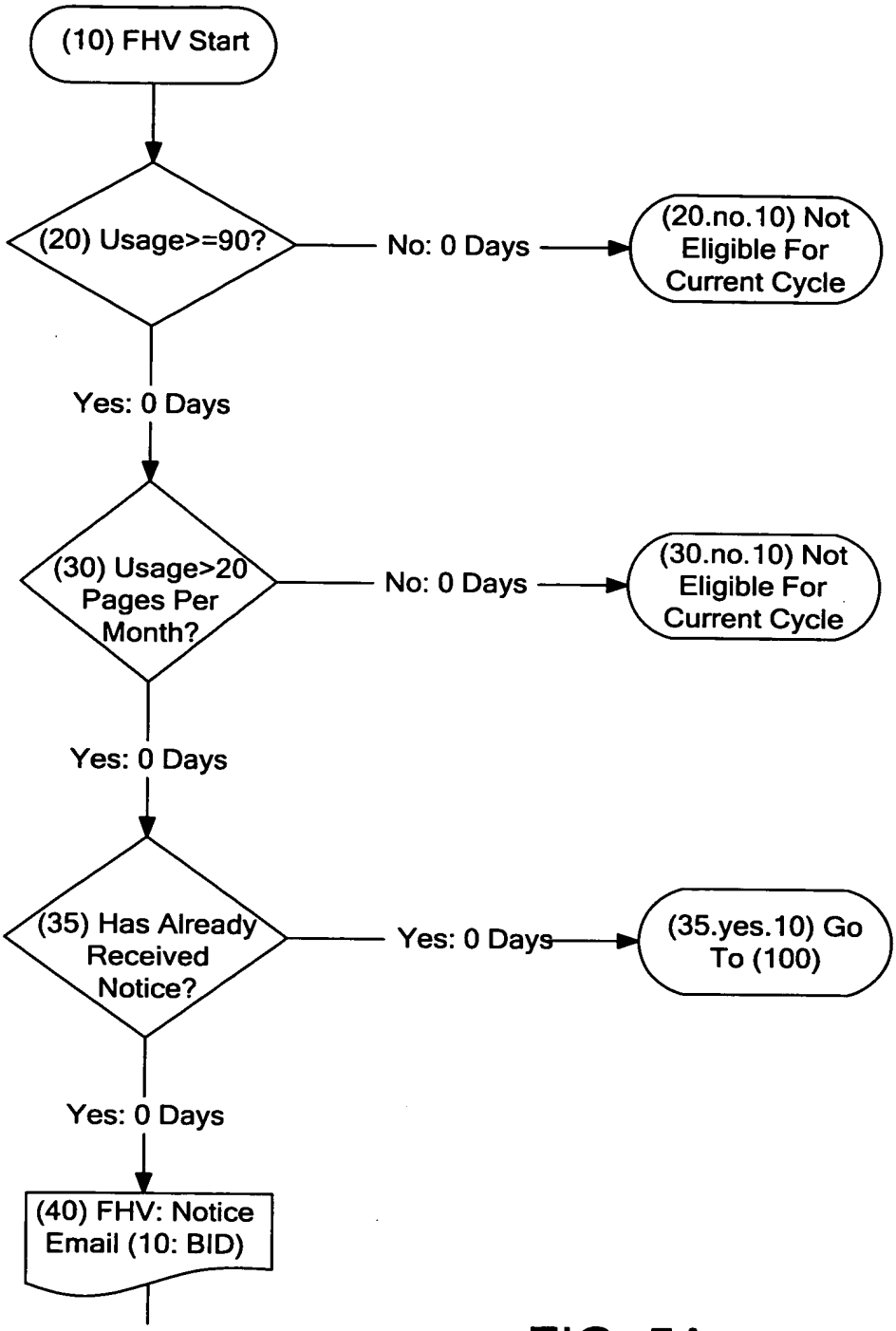
(10) FHV Start
(20) Usage>=90?
No: 0 Days
(20.no.10) Not Eligible For Current Cycle
Yes: 0 Days
(30) Usage>20 Pages Per Month?
No: 0 Days
(30.no.10) Not Eligible For Current Cycle
Yes: 0 Days
(35) Has Already Received Notice?
Yes: 0 Days
(35.yes.10) Go To (100)
Yes: 0 Days
(40) FHV: Notice Email (10: BID)

FIG. 5A

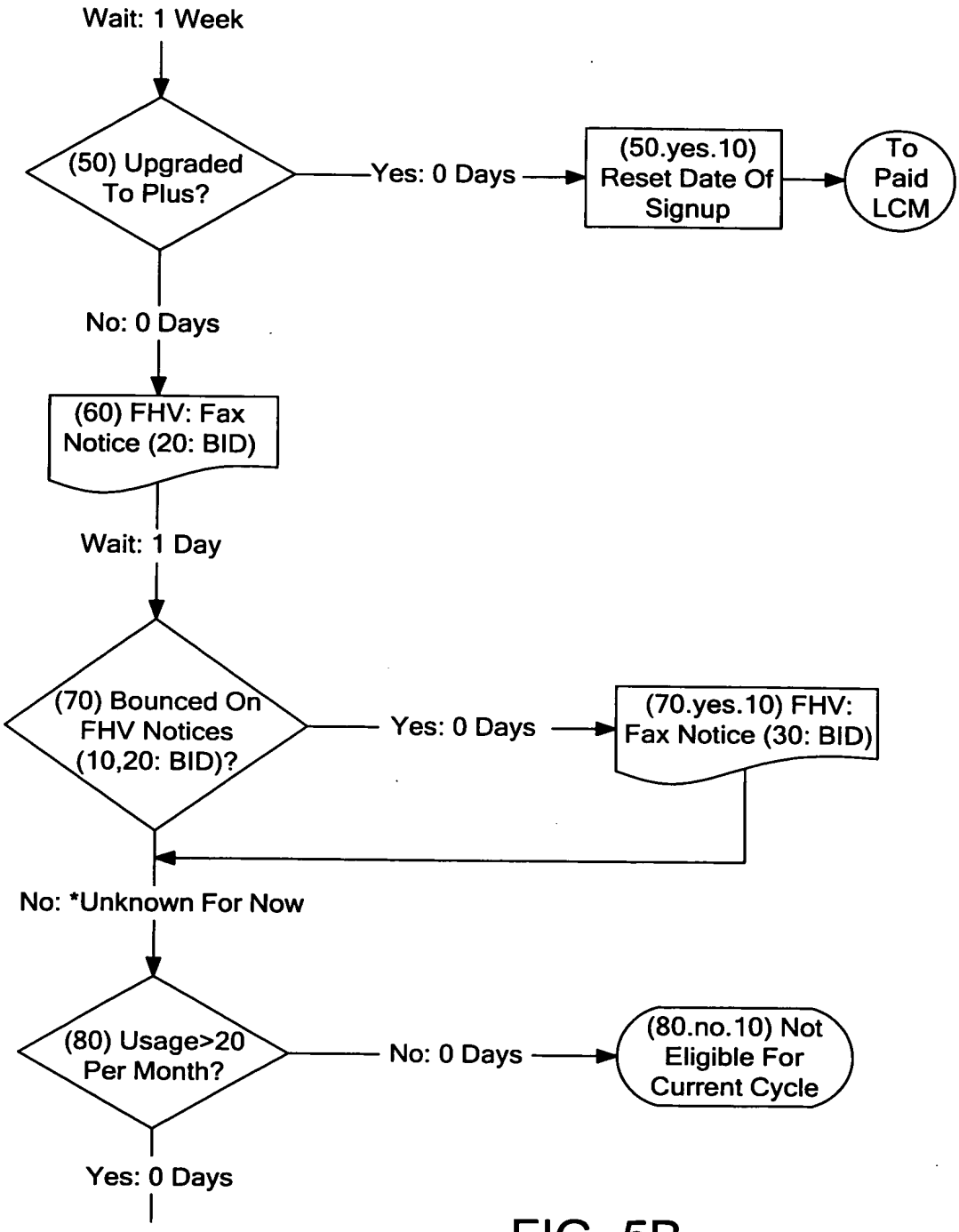
Wait: 1 Week
(50) Upgraded To Plus?
Yes: 0 Days
(50.yes.10) Reset Date Of Signup
To Paid LCM
No: 0 Days
(60) FHV: Fax Notice (20: BID)
Wait: 1 Day
(70) Bounced On FHV Notices (10,20: BID)?
Yes: 0 Days
(70.yes.10) FHV: Fax Notice (30: BID)
No: *Unknown For Now
(80) Usage>20 Per Month?
No: 0 Days
(80.no.10) Not Eligible For Current Cycle
Yes: 0 Days

FIG. 5B

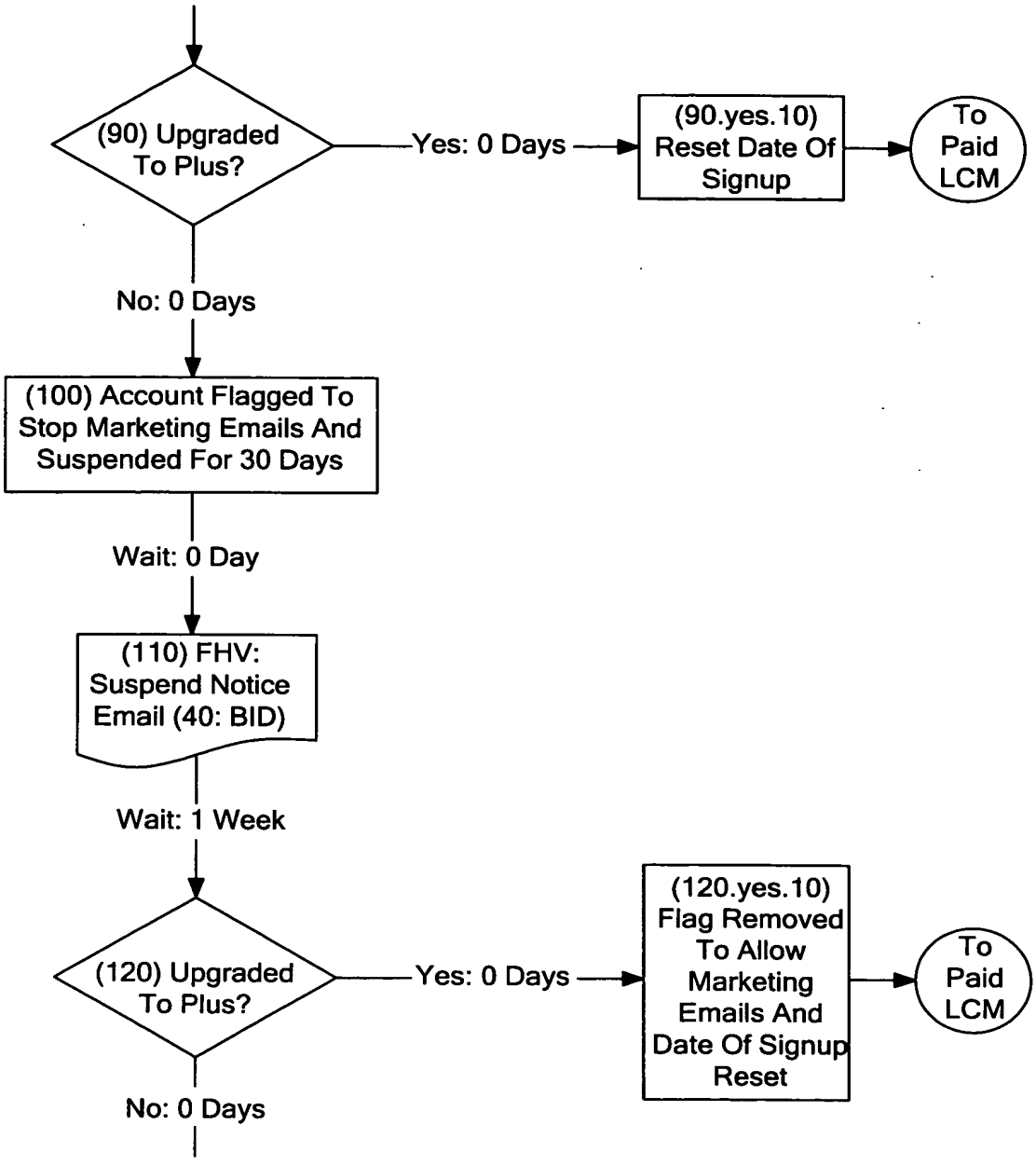
(90) Upgraded To Plus?
Yes: 0 Days
(90.yes.10) Reset Date Of Signup
To Paid LCM
No: 0 Days
(100) Account Flagged To Stop Marketing Emails And Suspended For 30 Days
Wait: 0 Day
(110) FHV: Suspend Notice Email (40: BID)
Wait: 1 Week
(120) Upgraded To Plus?
Yes: 0 Days
(120.yes.10) Flag Removed To Allow Marketing Emails And Date Of Signup Reset
To Paid LCM
No: 0 Days

FIG. 5C

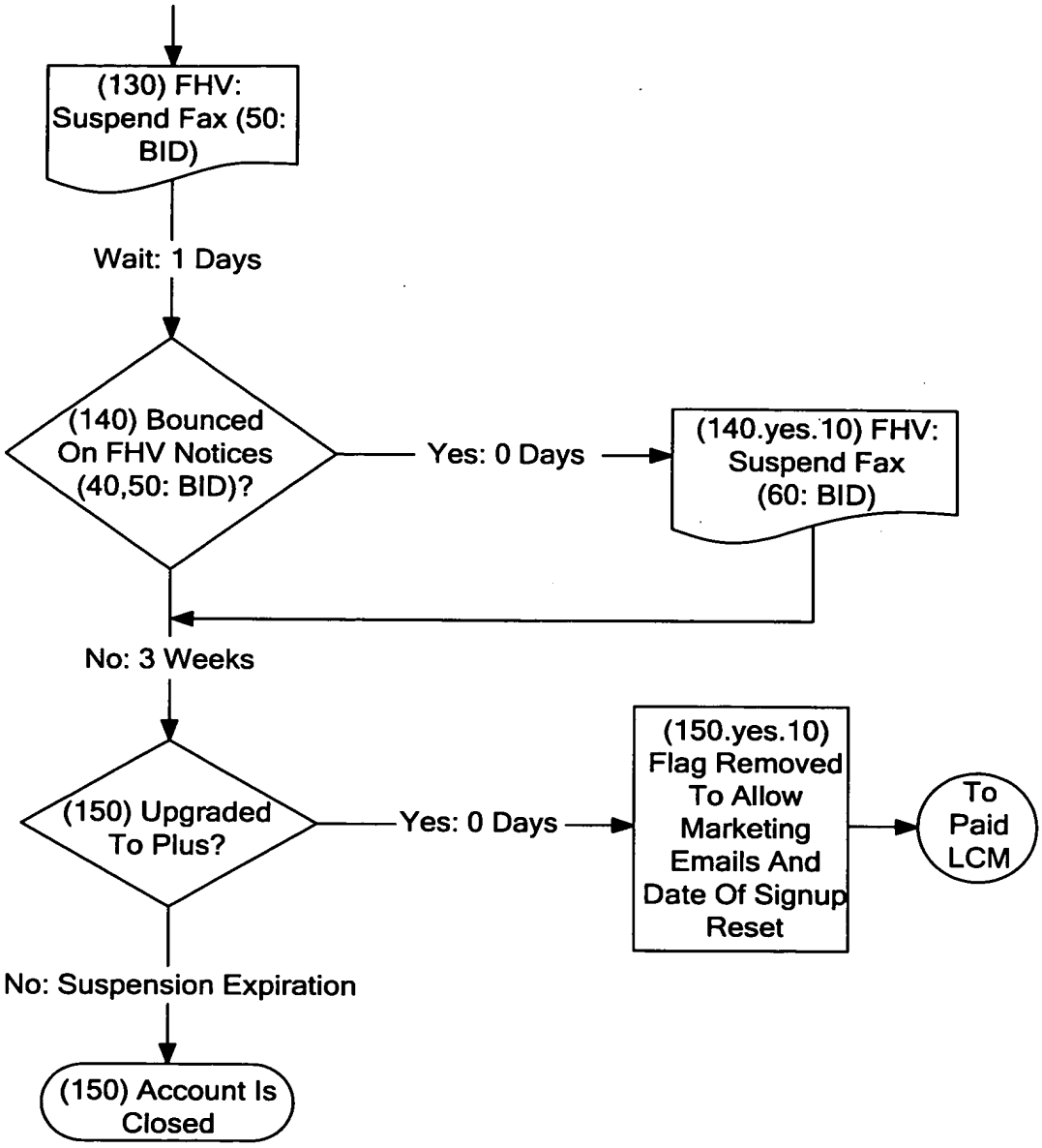
(130) FHV: Suspend Fax (50: BID)
Wait: 1 Days
(140) Bounced On FHV Notices (40,50: BID)?
Yes: 0 Days
(140.yes.10) FHV: Suspend Fax (60: BID)
No: 3 Weeks
(150) Upgraded To Plus?
Yes: 0 Days
(150.yes.10) Flag Removed To Allow Marketing Emails And Date Of Signup Reset
To Paid LCM
No: Suspension Expiration
(150) Account Is Closed

FIG. 5D

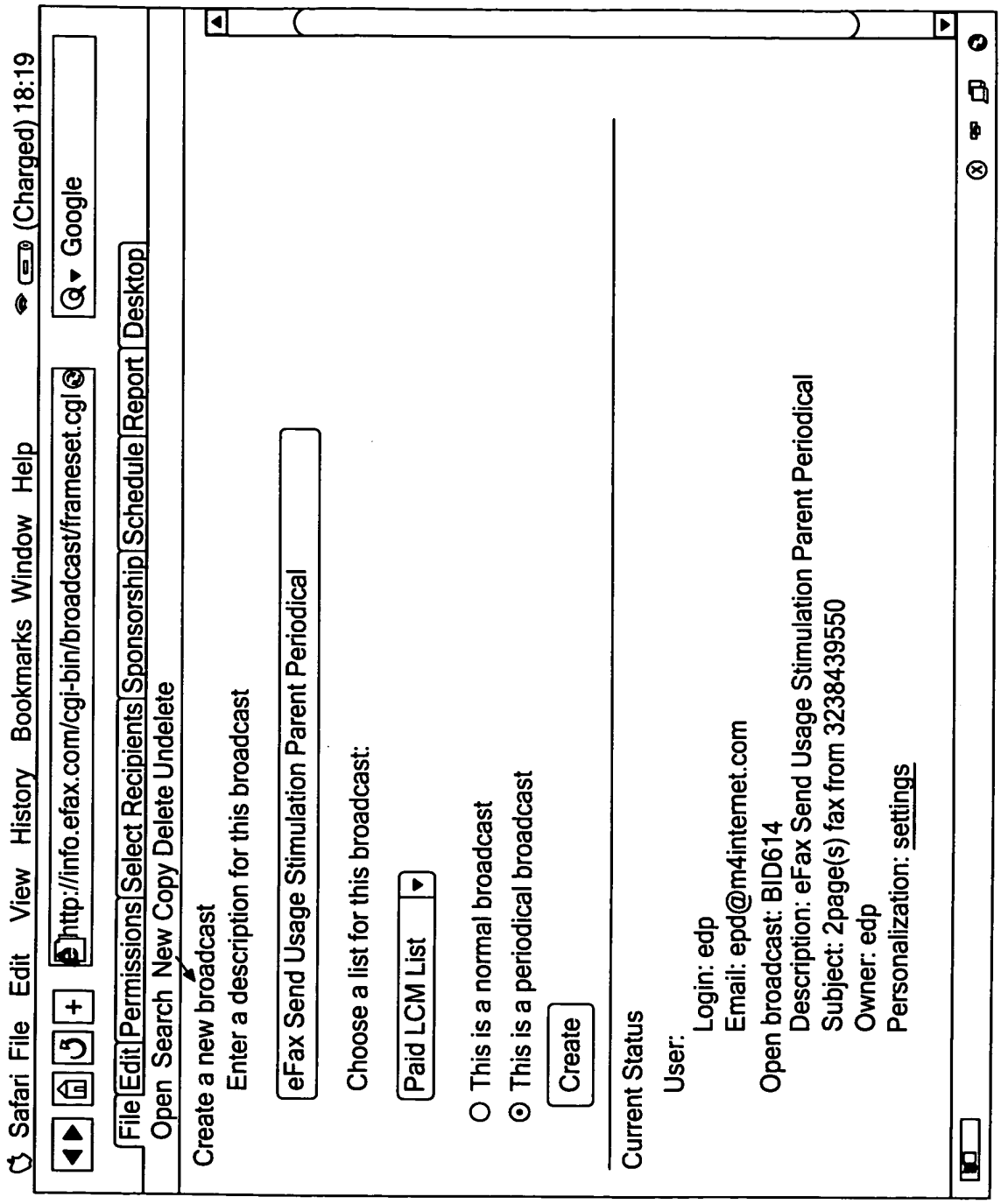
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop
Open Search New Copy Delete Undelete
Create a new broadcast
Enter a description for this broadcast
eFax Send Usage Stimulation Parent Periodical
Choose a list for this broadcast:
Paid LCM List
This is a normal broadcast
This is a periodical broadcast
Create
Current Status
User:
Login: edp
Email: epd@m4internet.com
Open broadcast: BID614
Description: eFax Send Usage Stimulation Parent Periodical
Subject: 2page(s) fax from 3238439550
Owner: edp
Personalization: settings

FIG. 6A

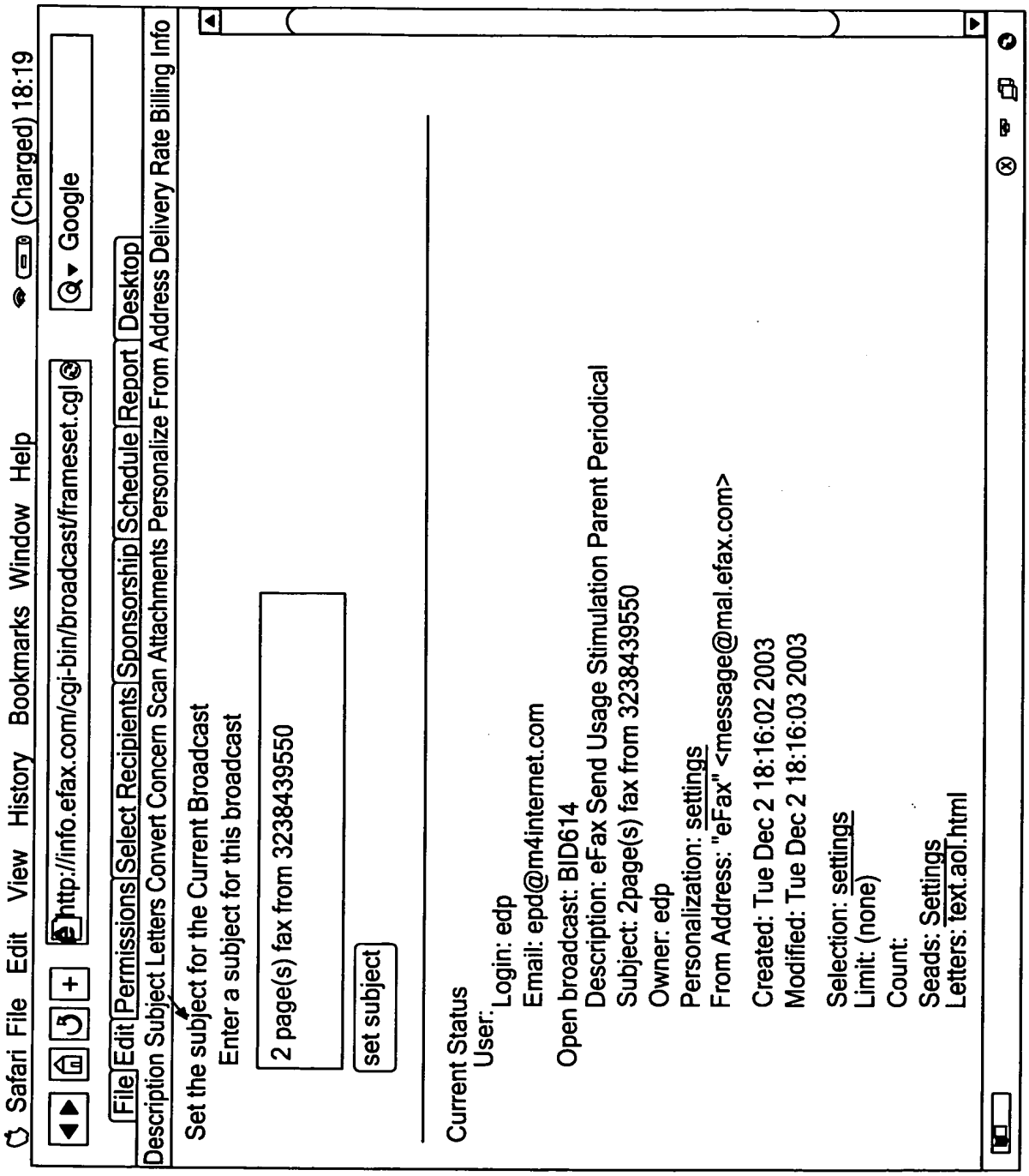
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop
Description Subject Letters Convert Concern Scan Attachments Personalize From Address Delivery Rate Billing Info
Set the subject for the Current Broadcast
Enter a subject for this broadcast
2 page(s) fax from 3238439550
set subject
Current Status
User:
Login: edp
Email: epd@m4internet.com
Open broadcast: BID614
Description: eFax Send Usage Stimulation Parent Periodical
Subject: 2page(s) fax from 3238439550
Owner: edp
Personalization: settings
From Address: "eFax" <message@mal.efax.com>
Created: Tue Dec 2 18:16:02 2003
Modified: Tue Dec 2 18:16:03 2003
Selection: settings
Limit: (none)
Count:
Seads: Settings
Letters: text.aol.html

FIG. 6B

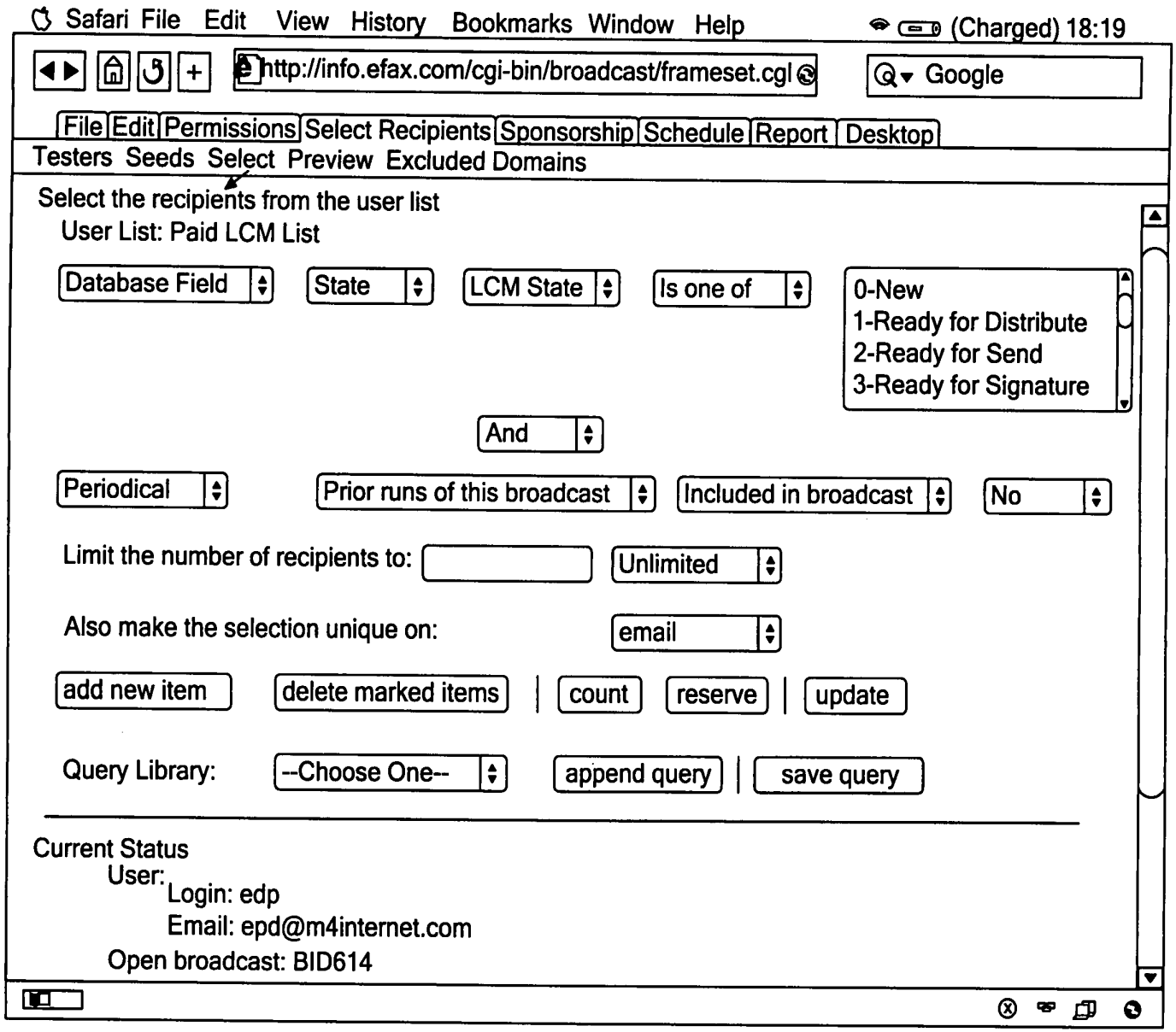
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop
Testers Seeds Select Preview Excluded Domains
Select the recipients from the user list
User List: Paid LCM List
Database Field
State
LCM State
Is one of
0-New
1-Ready for Distribute
2-Ready for Send
3-Ready for Signature
And
Periodical
Prior runs of this broadcast
Included in broadcast
No
Limit the number of recipients to:
Unlimited
Also make the selection unique on:
email
add new item
delete marked items
count
reserve
update
Query Library:
--Choose One--
append query
save query
Current Status
User:
Login: edp
Email: epd@m4internet.com
Open broadcast: BID614

FIG. 6C

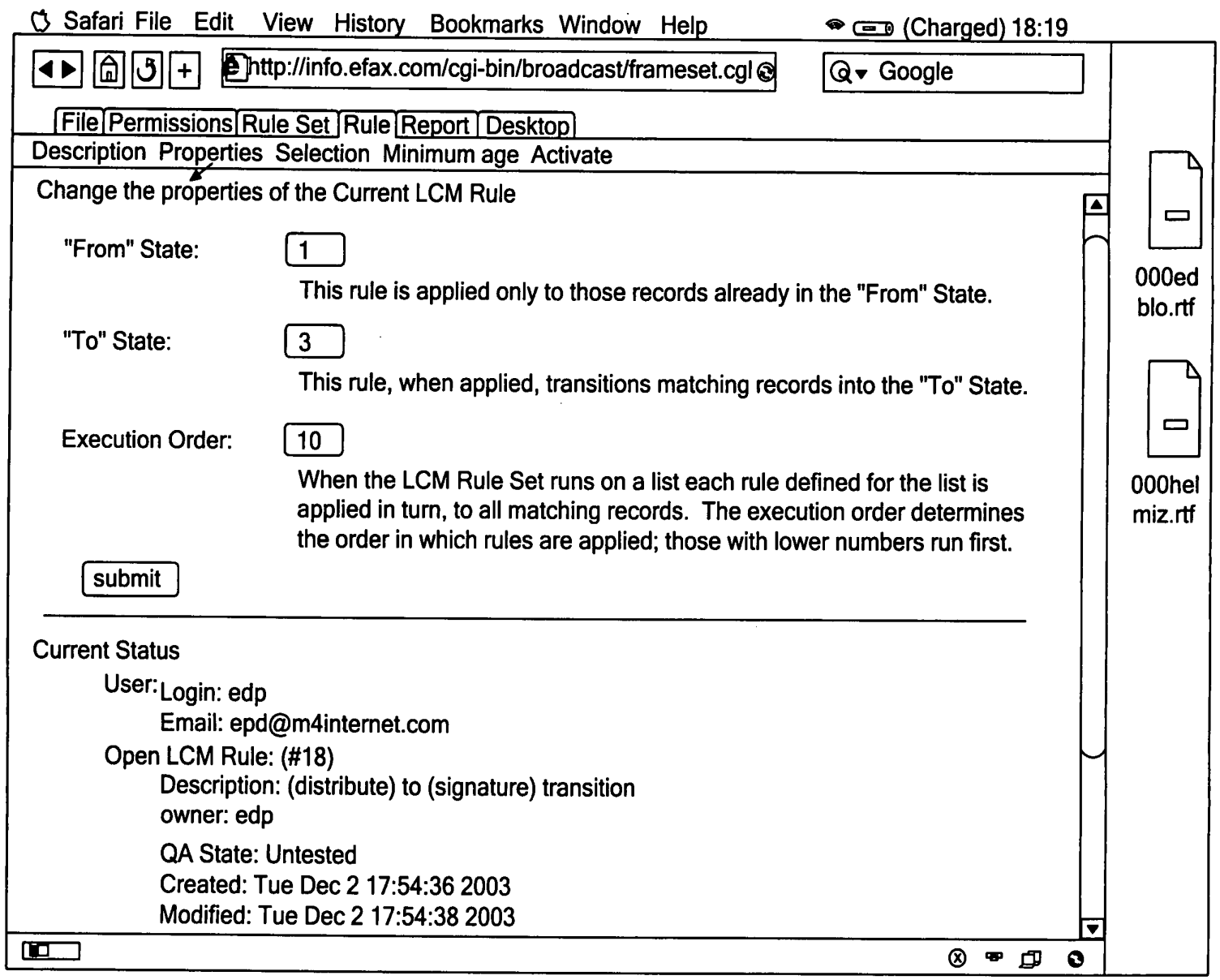
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgl
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Change the properties of the Current LCM Rule
"From" State: 1
This rule is applied only to those records already in the "From" State.
"To" State: 3
This rule, when applied, transitions matching records into the "To" State.
Execution Order: 10
When the LCM Rule Set runs on a list each rule defined for the list is applied in turn, to all matching records. The execution order determines the order in which rules are applied; those with lower numbers run first.
submit
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003
000ed blo.rtf
000hel miz.rtf

FIG. 7A

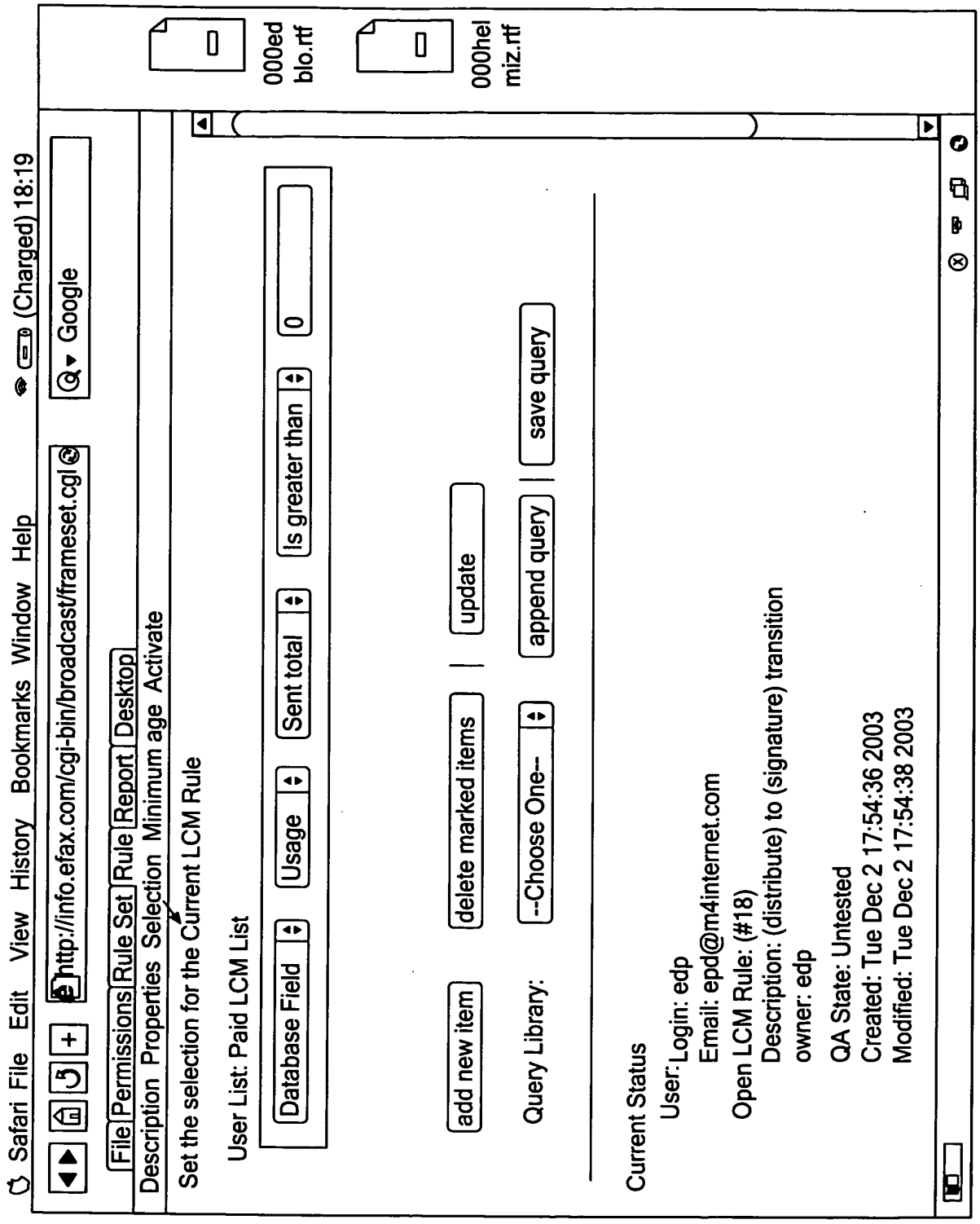
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Set the selection for the Current LCM Rule
User List: Paid LCM List
Database Field
Usage
Sent total
Is greater than
0
add new item
delete marked items
update
Query Library:
--Choose One--
append query
save query
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003
000edblo.rtf
000helmiz.rtf

FIG. 7B

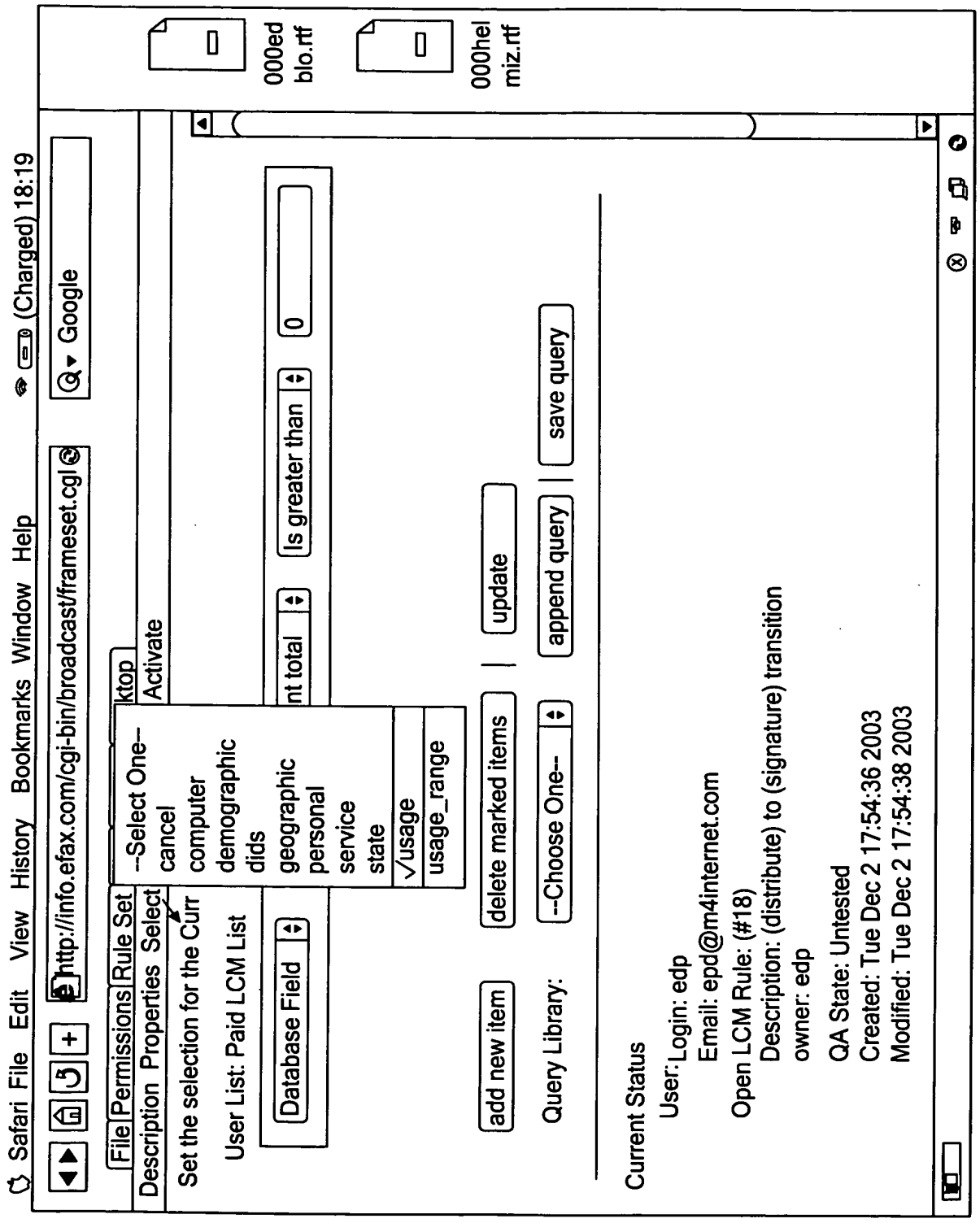
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
000ed blo.rtf
000hel miz.rtf
File Permissions Rule Set
Description Properties Select
Set the selection for the Curr
User List: Paid LCM List
Database Field
--Select One--
cancel
computer
demographic
dids
geographic
personal
service
state
usage
usage_range
ktop
Activate
nt total
Is greater than
0
add new item
delete marked items
update
Query Library:
--Choose One--
append query
save query
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003

FIG. 7C

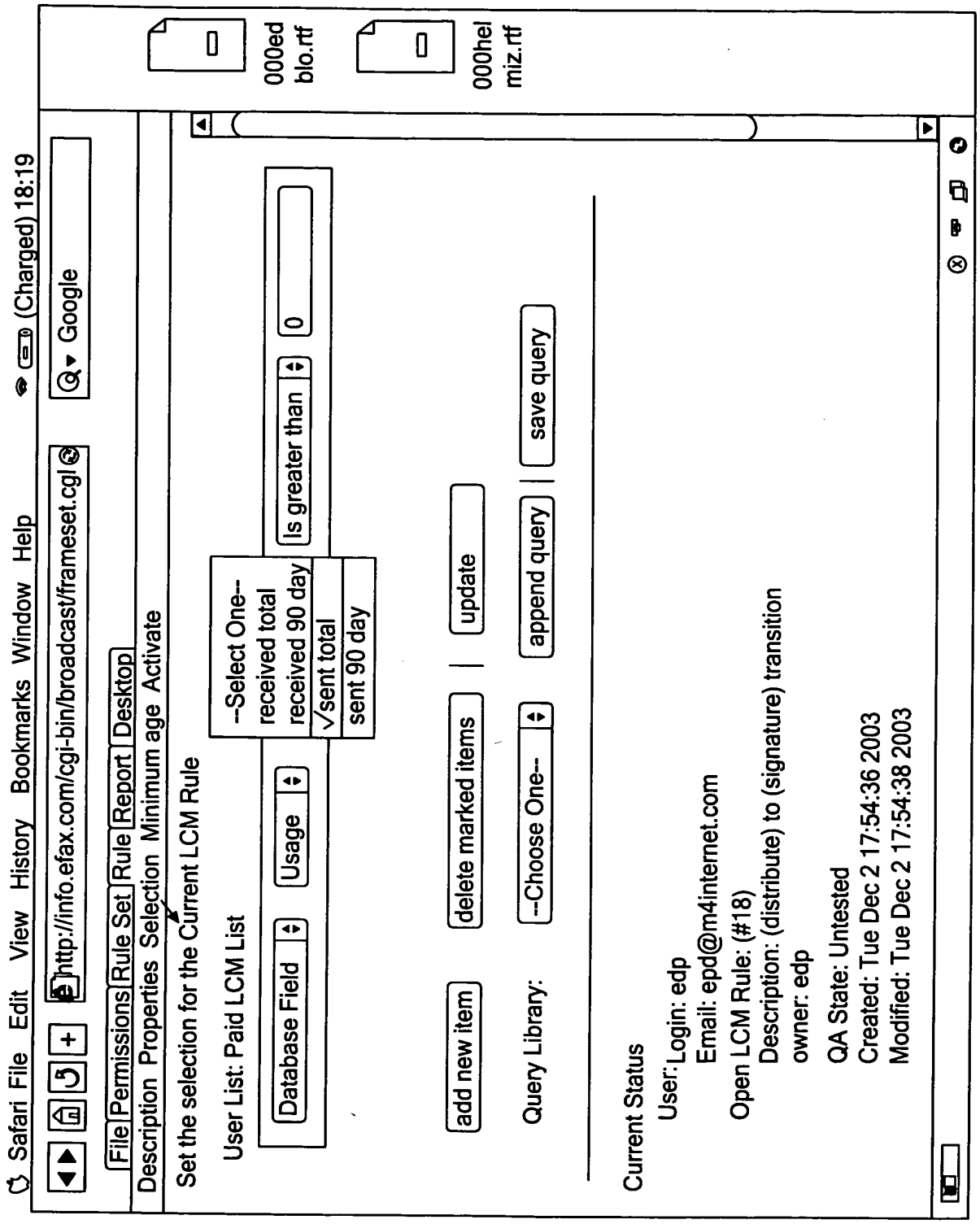
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Set the selection for the Current LCM Rule
User List: Paid LCM List
Database Field
Usage
--Select One--
received total
received 90 day
sent total
sent 90 day
is greater than
0
add new item
delete marked items
update
Query Library:
--Choose One--
append query
save query
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003
000edblo.rtf
000helmiz.rtf

FIG. 7D

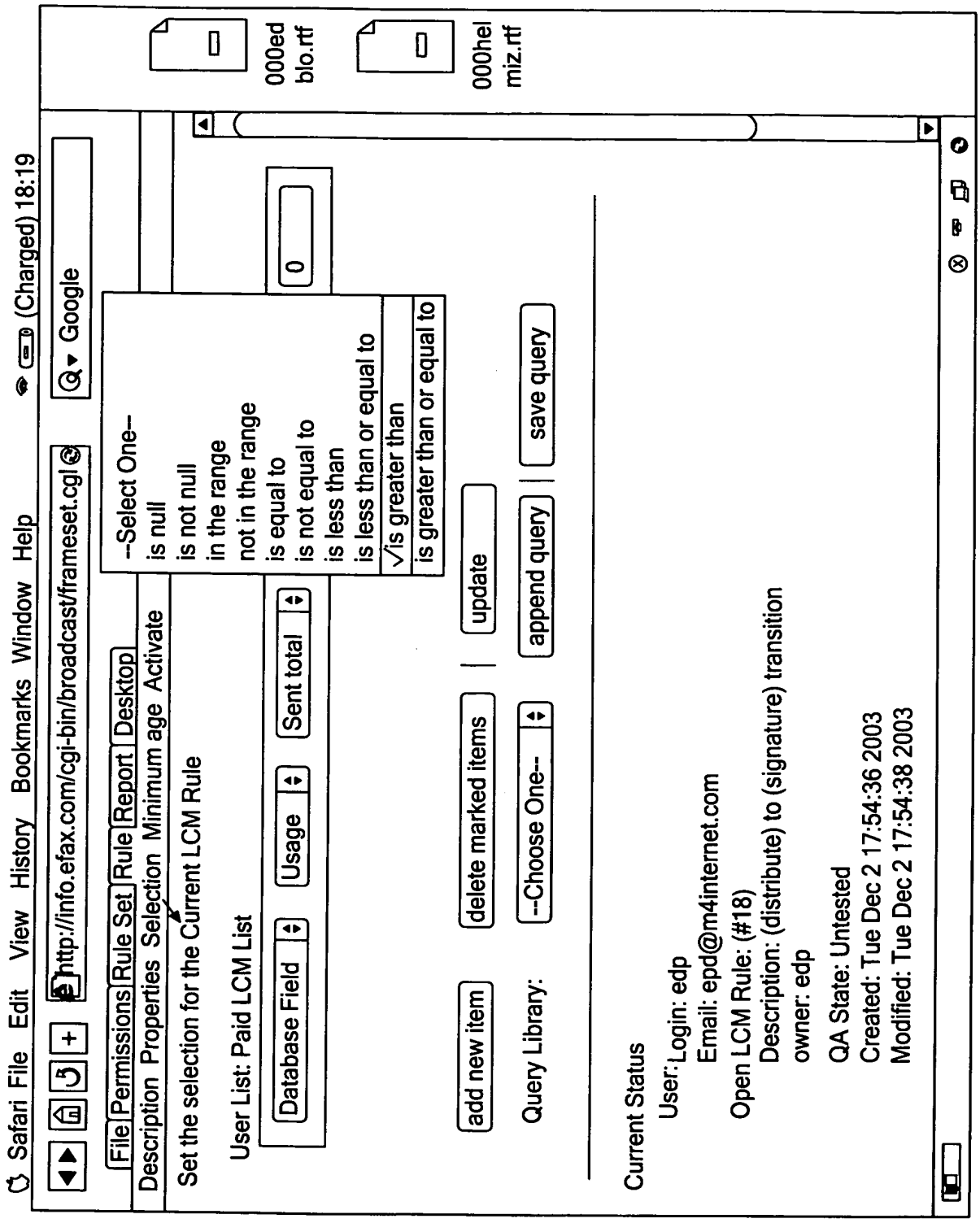
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Set the selection for the Current LCM Rule
User List: Paid LCM List
Database Field
Usage
Sent total
--Select One--
is null
is not null
in the range
not in the range
is equal to
is not equal to
is less than
is less than or equal to
√is greater than
is greater than or equal to
0
000ed blo.rtf
000hel miz.rtf
add new item
delete marked items
update
Query Library:
--Choose One--
append query
save query
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003

FIG. 7E

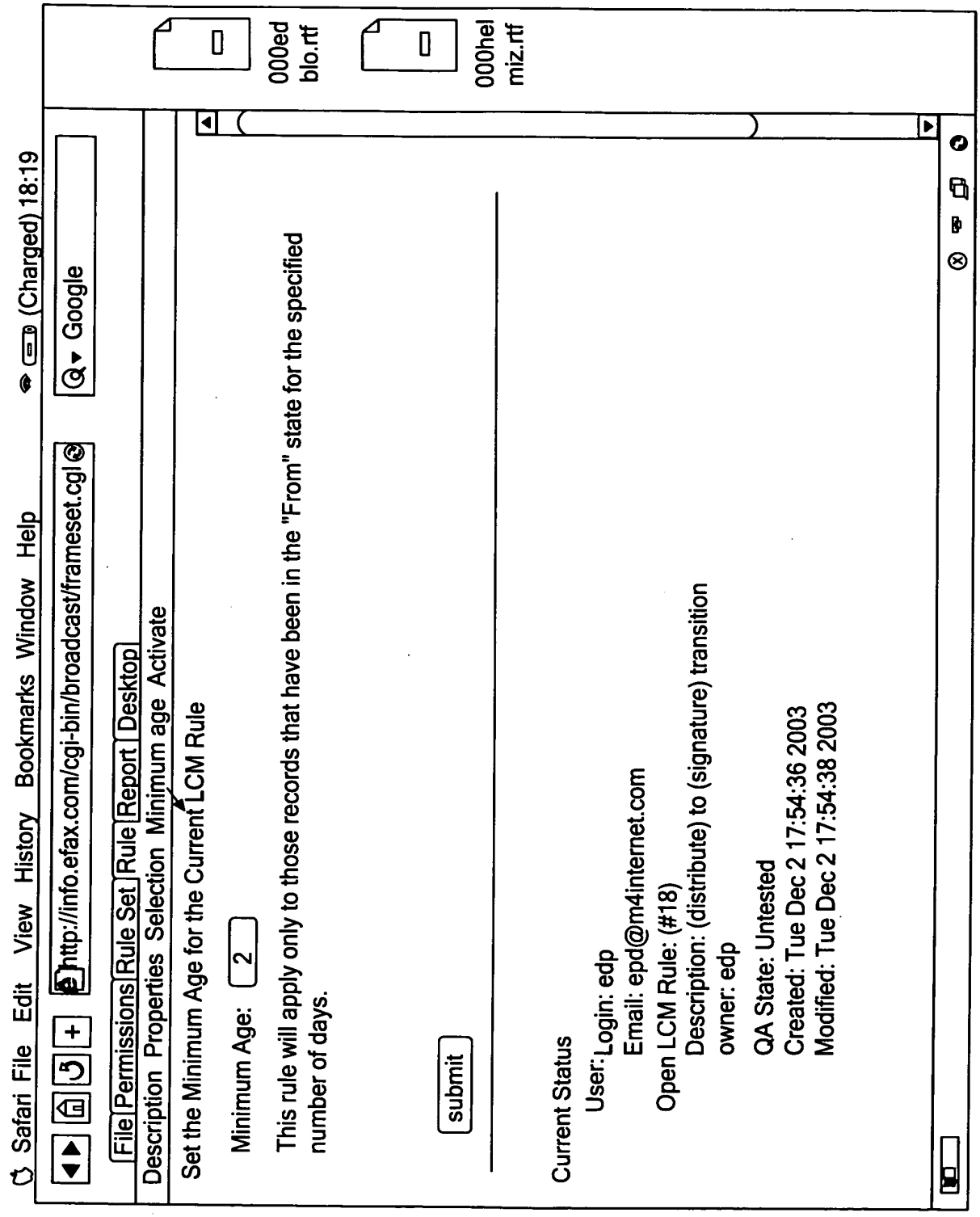
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Set the Minimum Age for the Current LCM Rule
Minimum Age: 2
This rule will apply only to those records that have been in the "From" state for the specified number of days.
submit
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003
000edblo.rtf
000helmiz.rtf

FIG. 7F

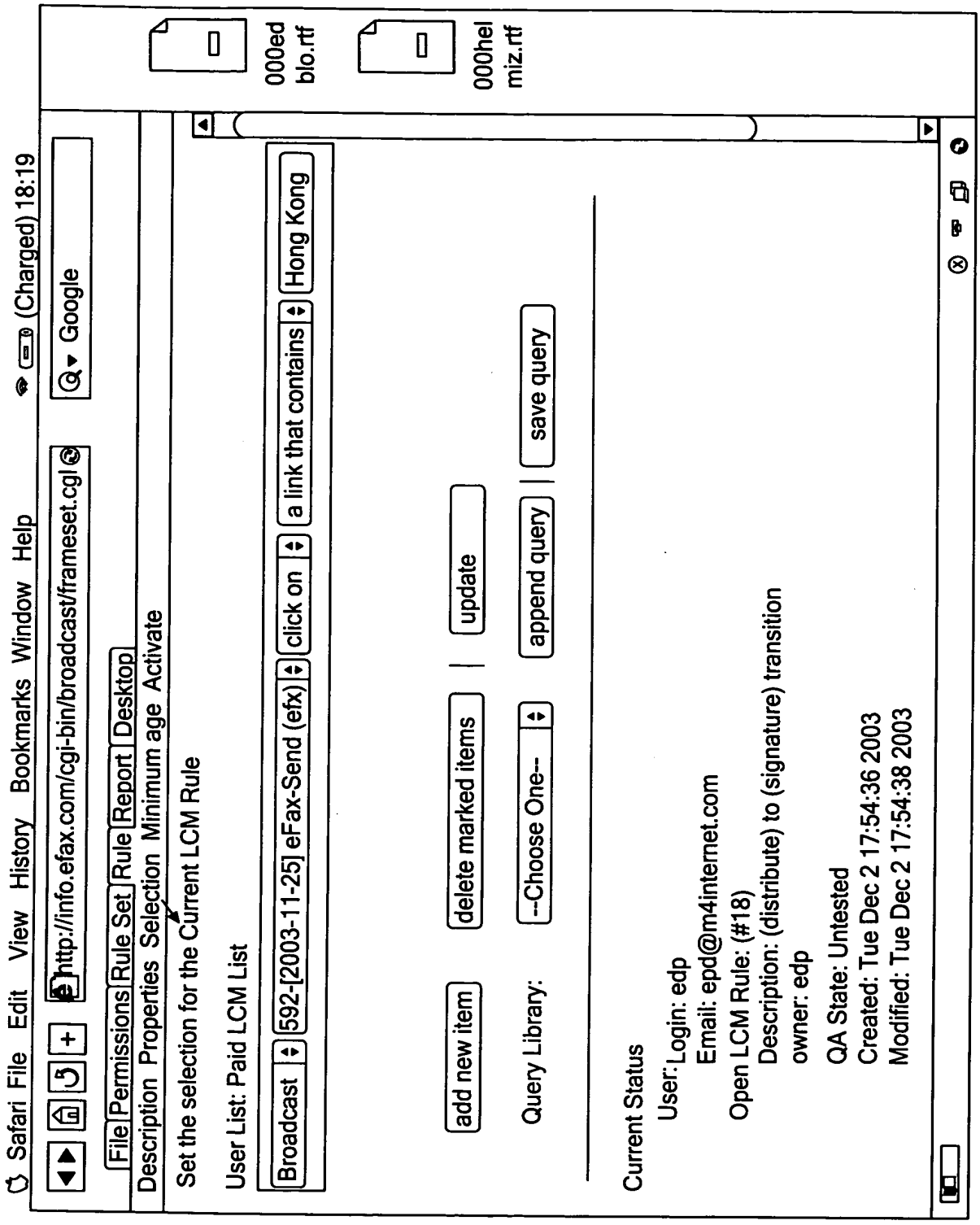
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Set the selection for the Current LCM Rule
User List: Paid LCM List
Broadcast
592-[2003-11-25] eFax-Send (efx)
click on
a link that contains
Hong Kong
add new item
delete marked items
update
Query Library:
--Choose One--
append query
save query
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003
000edblo.rtf
000helmiz.rtf

FIG. 8A

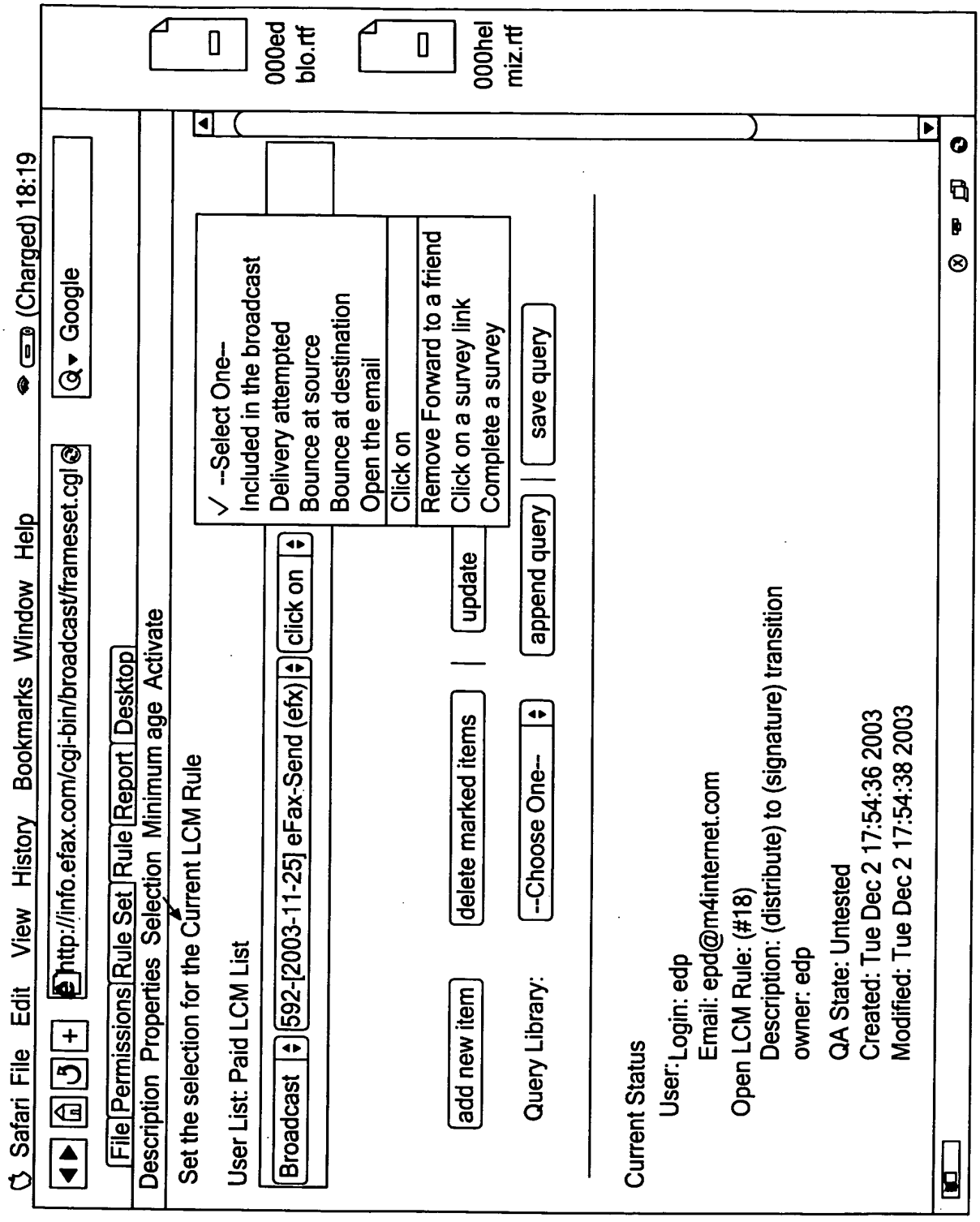
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Set the selection for the Current LCM Rule
User List: Paid LCM List
Broadcast
592-[2003-11-25] eFax-Send (efx)
click on
--Select One--
Included in the broadcast
Delivery attempted
Bounce at source
Bounce at destination
Open the email
Click on
Remove Forward to a friend
Click on a survey link
Complete a survey
add new item
delete marked items
update
Query Library:
--Choose One--
append query
save query
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003
000ed blo.rtf
000hel miz.rtf

FIG. 8B

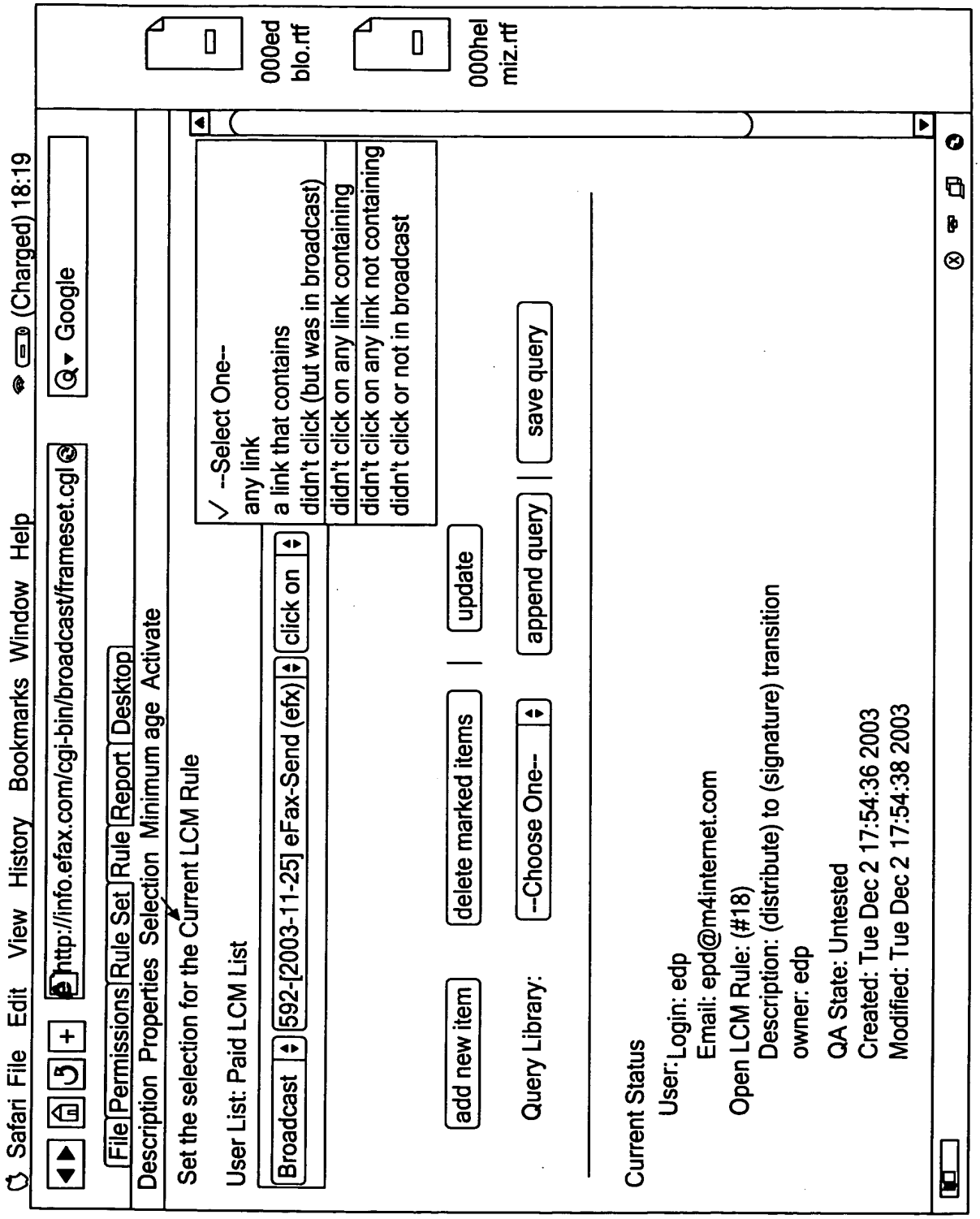
Safari File Edit View History Bookmarks Window Help
(Charged) 18:19
http://info.efax.com/cgi-bin/broadcast/frameset.cgi
Google
File Permissions Rule Set Rule Report Desktop
Description Properties Selection Minimum age Activate
Set the selection for the Current LCM Rule
User List: Paid LCM List
Broadcast
592-[2003-11-25] eFax-Send (efx)
click on
--Select One--
any link
a link that contains
didn't click (but was in broadcast)
didn't click on any link containing
didn't click on any link not containing
didn't click or not in broadcast
add new item
delete marked items
update
Query Library:
--Choose One--
append query
save query
Current Status
User: Login: edp
Email: epd@m4internet.com
Open LCM Rule: (#18)
Description: (distribute) to (signature) transition
owner: edp
QA State: Untested
Created: Tue Dec 2 17:54:36 2003
Modified: Tue Dec 2 17:54:38 2003
000edblo.rtf
000helmiz.rtf

FIG. 8C

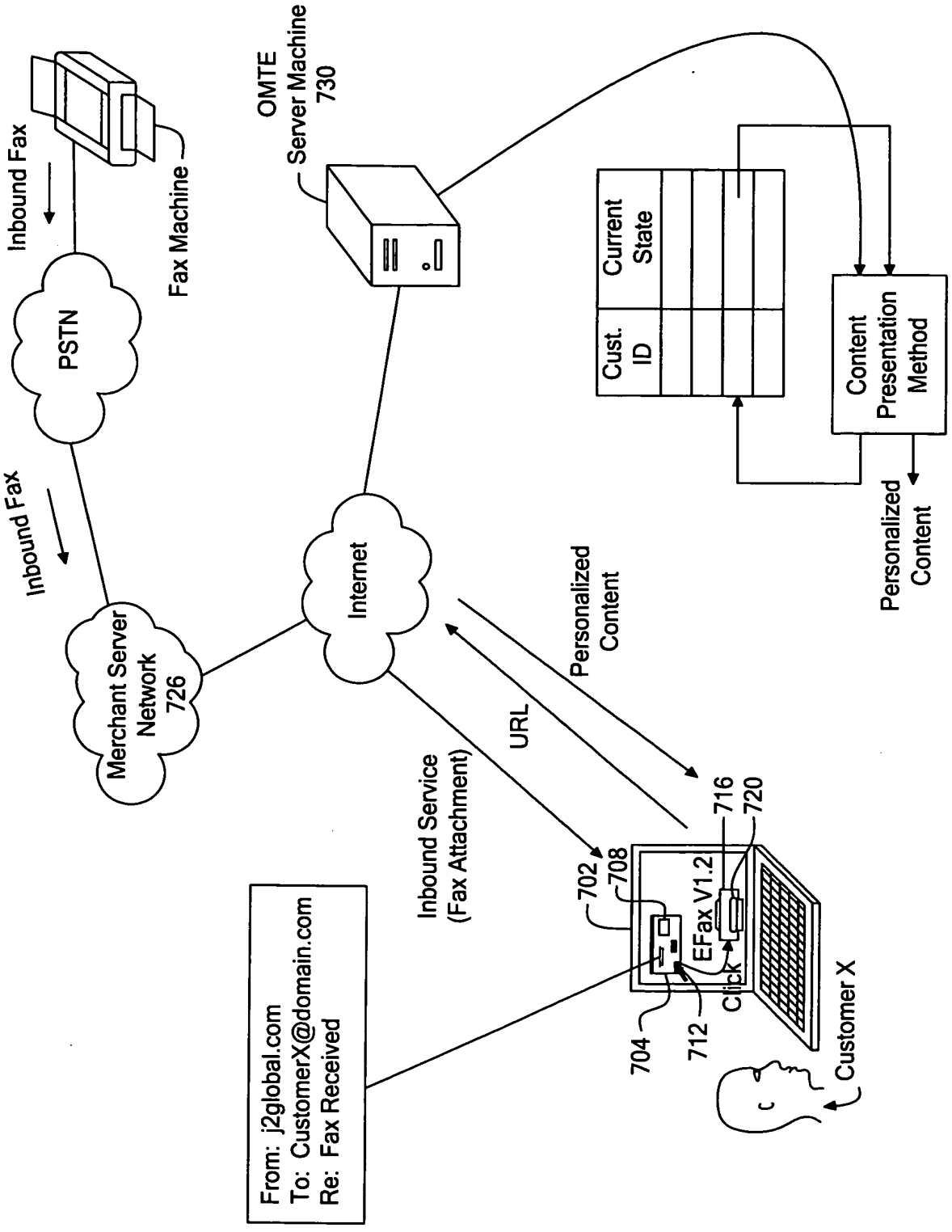
Inbound Fax
Fax Machine
PSTN
Inbound Fax
Merchant Server Network 726
Internet
OMTE Server Machine 730
Cust. ID
Current State
Content Presentation Method
Personalized Content
Personalized Content
URL
Inbound Service (Fax Attachment)
From: j2global.com
To: CustomerX@domain.com
Re: Fax Received
702
708
716
720
EFax V1.2
Click
704
712
Customer X

FIG. 9

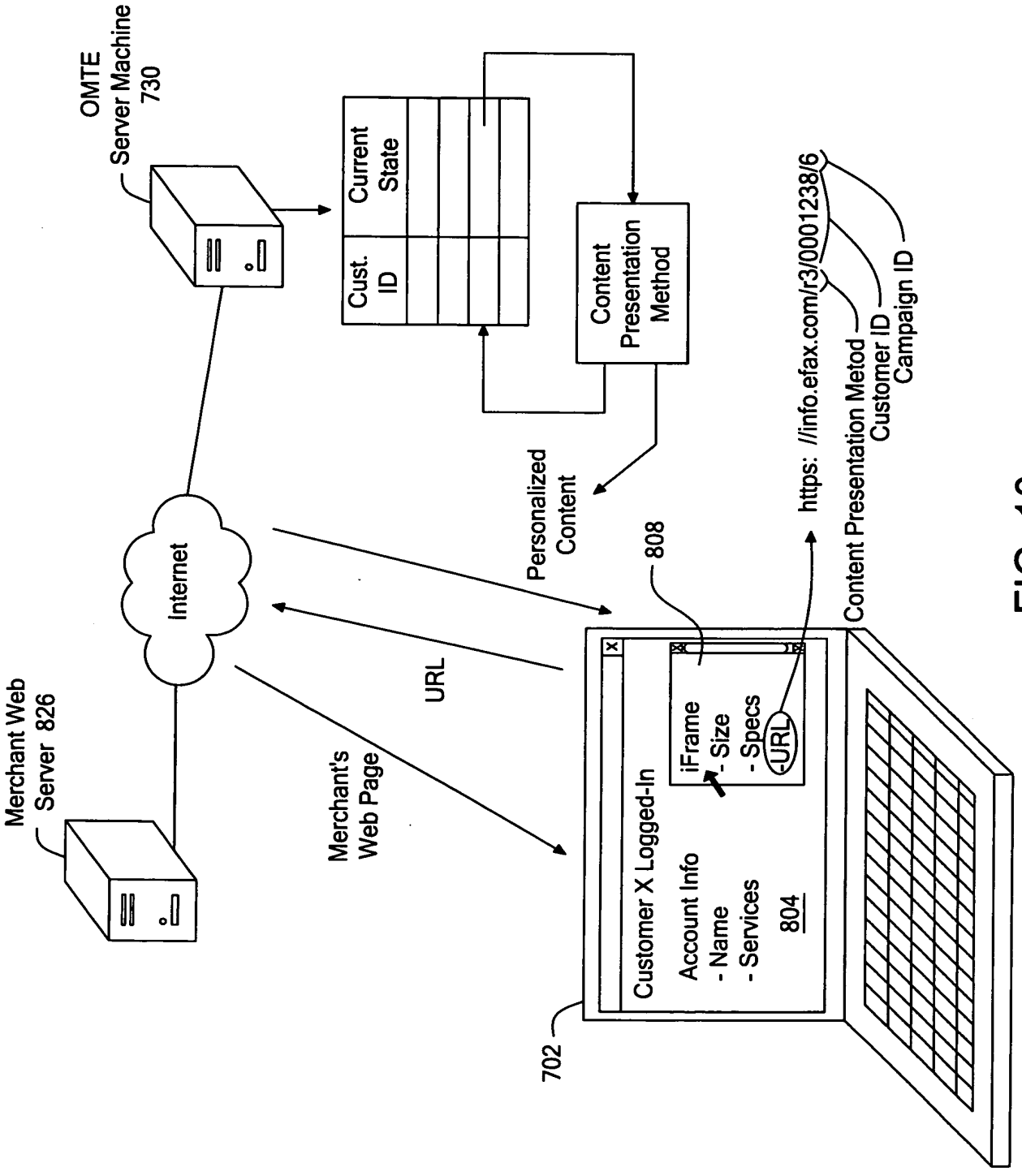
OMTE
Server Machine
730
Current State
Cust. ID
Content Presentation Method
Personalized Content
Internet
808
https: //info.efax.com/r3/0001238/6
Content Presentation Metod
Customer ID
Campaign ID
URL
Merchant Web Server 826
Merchant's Web Page
Customer X Logged-In
Account Info
- Name
- Services
804
iFrame
- Size
- Specs
URL
702

FIG. 10